Apple Marketing Guidelines
Creating Local Beltone First Marketing Material

With Beltone First, the revolutionary made for iPhone®, iPad® and iPod touch® hearing instrument, we are truly pioneering better hearing! As with all products, but especially Beltone First, it is crucial to promote it early and often.

When doing so, we always recommend that you use Apple approved marketing material, images and messaging provided by Beltone Corporate. However, it is possible that you will want to add to the excitement by creating extra marketing material. When mentioning Apple products in advertising, there are certain guidelines that must be followed. GN has an agreement with Apple that allows them to see marketing material that mentions their products at any time, so these guidelines should be strictly adhered to.

This document does not contain all of the Apple marketing guidelines, but they are the most relevant for creating local material. Following them does not necessarily guarantee approval. Please keep in mind that all material created must go through the Apple approval process.

For more information and the complete guidelines, visit: https://developer.apple.com/app-store/marketing/guidelines/.
Visual Guidelines for Apple Products

• Only use approved images of latest Apple products

• Do not substitute white Apple products for the black product images provided by Apple.

• Never show the iOS home screen or a blank screen

• Do not alter, distort, or modify the Apple-provided product images in any way

• Do not display an Apple product on a cluttered background

• Do not add promotional copy to the screen

• Do not add reflections or shadows
Visual Guidelines (cont.)

• Do not add promotional copy to the screen.

• Do not add reflections or shadows.

• Do not crop, cut off, or obstruct any part of the Apple product images.

• Do not tilt or angle Apple product images.

• Place violators, bursts, and promotional copy beside the product images, not on top of them.

• Do not use Apple product images along with images of competitive products in your communications.
Visual Guidelines (Cont.)

• Do not render in 3D or create any simulation of an Apple product.

• Do not use illustration to depict an Apple product, except for instructional material.

• Always display the product "as is," so do not add cases or covers to Apple products.

• Do not feature the Apple logo on the back of products to take advantage of the promotional value of the Apple brand. Do not obscure or cover the logo. Only show the back of a device in an authentic manner to illustrate natural use of the device.
Messaging and Legal Guidelines

• Do not indicate any kind of sponsorship or endorsement by Apple.

• Do not refer to your product with an “I” before the name (i.e., “Beltone iFirst “or the “i hearing aid”)

• Do not indicate a partnership with Apple for a specific product.

• Do not translate iPhone, iPad, or iPod touch, or any other Apple trademark.

• Do not refer to Apple devices generically as “smartphones” or “tablets.” Use the product names.

• Always use appropriate credit lines and trademark symbols.
Messaging and Legal Guidelines (cont.)

• Always include the made for iPhone/iPad/iPod badge in your Beltone First marketing piece.

• Include the App Store badge when mentioning an app.

• Do not alter badge colors or fonts.

• Always use the Apple product names *iPhone, iPad, or iPod touch* in singular form. Never say *iPhones, iPads, or iPod touches*.

• When using the name *iPhone, iPad, or iPod touch*, always typeset *iPhone, iPad, or iPod touch* with a lowercase *i* and an uppercase *P* followed by lowercase letters.
Messaging and Legal Guidelines (cont.)

- Apple does not approve the use of iPhone and iPad as awards in contests and sweepstakes, or as prizes and giveaways. iPod touch devices or App Store Gift Cards may be acceptable but require Apple approval of your promotional plan. Submit proposals to promoreview@apple.com for review and approval. Do not indicate any kind of sponsorship or endorsement by Apple.